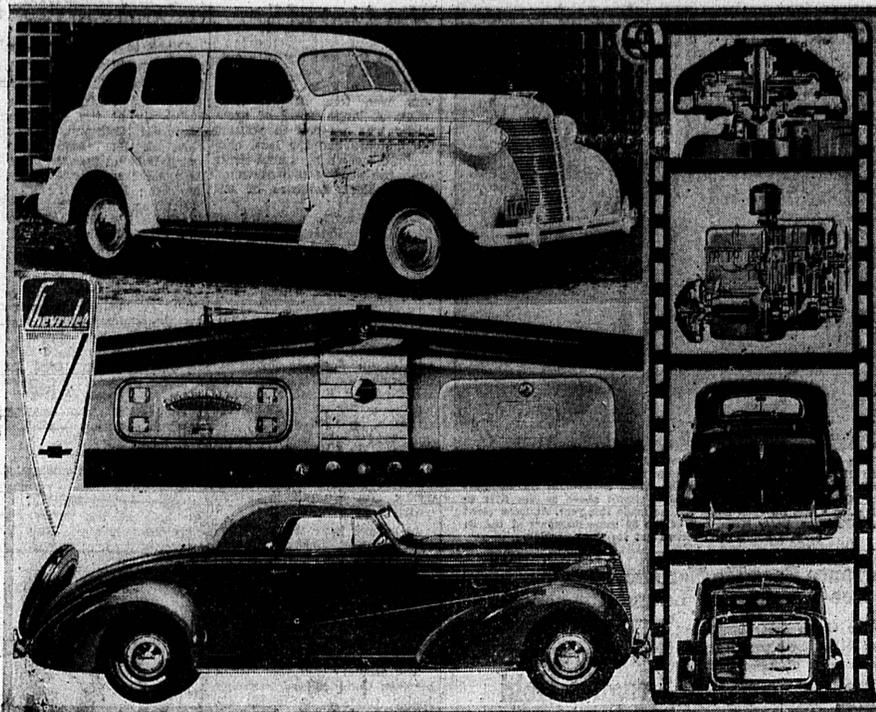


CHEVROLET PRESENTS FOR 1938 . . .



Incorporating many engine and chassis improvements the new 1938 Chevrolet, in two series, makes its debut today. The smart, graceful lines of the new car illustrated in the Master DeLuxe sport sedan, at the top, and the Master cabriolet, at the bottom, shows the re-designed radiator grille and hood as they blend with Chevrolet's famed 'speedline' styling. Between the two models is the new instrument panel. The photo

strip portrays a few of the many features of the new product. From top to bottom they are: the new 'tip-toe-matic' clutch, being introduced to the industry this year by Chevrolet; the improved 85-horsepower 6-cylinder valve-in-head engine, used in both series; a rear view of the Master DeLuxe town sedan; the built-in trunk, showing the increased roominess.

Tremendous local interest is being shown in new Chevrolet models for 1938 which went on display last Saturday in Ed Thompson's showrooms at 1600 Cabrillo avenue.

"As near as we can determine," Thompson said, "crowds that have been visiting our showroom are the largest we have ever experienced for the introduction of a new model. However, this is only one of the indications of wide spread car buying this fall, as actual sales and prospects for new cars are greater now than we have ever noted before at this season of the year."

"Public reaction to the new Chevrolet is the finest ever. It is a bigger-looking, better-looking low priced car and, in my opinion, the most outstanding automobile value we have yet been privileged to offer," he declared.

The new Chevrolets have many developments and refinements designed to provide new comfort, luxury, economy of operation, performance and safety. It is an extremely attractive car, offering advantages that should appeal to all classes of car buyers.

Noteworthy advances in performance, economy, safety, durability and style, gained through

systematic refinement of features already thoroughly proved in the hands of the public, mark the two new 1938 Chevrolet car series which Ed Thompson is presenting. Both embody an improvement destined to rank as outstanding in the industry this year—the revolutionary new "Tip-toe-matic" clutch combining more positive action with greater operating ease, and adding importantly to the safety, comfort and durability of the car.

Refinements in the new models extend to bodies, both interiors and exteriors, and to numerous units of the chassis, although the design remains fundamentally unchanged. The power plant in both series is the 85-horsepower high-compression valve-in-head six-cylinder engine whose power, smoothness, economy, and freedom from service interruptions are already familiar to millions of owners throughout the world.

Pacific Greyhound wins award



For most efficient maintenance, Pacific Greyhound Lines has been named winner of the 1937 Maintenance Award by BUS TRANSPORTATION magazine, according to an announcement just received by R. M. Ahrens (inset), General Superintendent of Maintenance and Equipment for the bus company.

The winning of the Gold Award by Pacific Greyhound is especially significant because the company is the largest of all inter-city lines in America. During the past year it operated 450 buses in all parts of the West to accumulate a total annual mileage in excess of 31 million miles.

The Torrance depot of the Pacific Greyhound Lines is located at the Beacon Drug Company, 1519 Cabrillo avenue.

HELP WANTED — TURN TO THE CLASSIFIED PAGE

Crime Increases in State; Burglary Leads All Offenses

By United Press
An increase in the number of crimes committed in California during September compared with the corresponding month a year ago was revealed in a report of the state bureau of criminal identification and investigation.

Burglaries last month totaled 1,862, against 1,557 in September, 1936. Other comparisons were: Fictitious checks, 351 and 329; robbery, 299 and 250; purse snatching, 70 and 27; pick-pocket, 70 and 53; assault on murder, 5 and 6; miscellaneous, 350 and 337.

Completions for September 30, showed the following totals for crimes committed in the first nine months of this year and the like period of 1936.

Burglary 17,389 and 15,685; fictitious checks and forgery 3,456 and 2,652; robbery 2,899 and 2,215; pick-pocket 556 and 641; purse snatching 530 and 317; assault on murder 46 and 68; miscellaneous 3,030 and 2,883.

Flipping The Herald Files Backward

1925—Thirteen Years Ago
George Nell, head of Coolidge club, plans "monster rally" for G. O. P. nominees at Marcellina and Sartori streets.

J. C. Smith, rector, elected director of Chamber of Commerce.

Baker Smith, formerly of Brea, announces opening of new jewelry store here in three days. Property owners request county to pave Carson street from city to Long Beach boulevard.

Dr. Bruce returns to professional duties after brief illness. Herb and Bill Gray score with costumes at Union Tool Halloween party in Legion hall.

1927—Ten Years Ago
County dry squad raiders swoop down on city and nab two for selling illicit liquor. Fifty state industrial leaders gather here for luncheon and tour of city's manufacturing concerns.

"P. B. X." operators entertained at Halloween luncheon in telephone exchange.

Miss Ethel Servis of Milwaukee and William Bremner of this city first couple to be married in new Methodist parsonage.

1932—Five Years Ago
Joe Stone, member of first board of trustees elected in city, succumbs suddenly.

Candidates and political groups active in final voter-rush before election day. Three men attending one rally here lose billfolds to pickpockets.

Katherine Jean Turner feted with Halloween party on her sixth birthday.

J. E. McEasters, city fireman, undergoes emergency operation at hospital here.

Torrance Tartars score first victory in two years by defeating El Segundo 19 to 6.

1936—One Year Ago
PWA approves grant of \$4,950

for proposed Administration building to complete civic center here.

Retail Merchants association launched at enthusiastic dinner-meeting and plans active holiday merchandising program under direction of President Alden W. Smith.

Frances Barrington entertains group of friends at eighth birthday party.

Born: To Mr. and Mrs. Clarence Robinson, 103 Portola avenue, a son at Jared Sidney Torrance Memorial hospital.

Get Up Nights? FLUSH KIDNEYS WITH JUNIPER OIL

Juniper oil, buchu leaves, etc. Make this simple test if passage is scanty, irregular, smart or burns, have frequent desire, get up nights or if kidneys are sluggish causing backache. Use juniper oil, buchu leaves, etc., made into little green tablets called Buckets to flush the kidneys, just as you would use castor oil to flush the bowels. Help nature eliminate troublesome waste and excess acids. Ask any druggist for the test box of Buckets. Locally at Dolley Drug Co.

LAST DAY for Extra Saving - Saturday, Oct. 30th

Western Auto Supply Co's

Fall Festival of VALUES

Gas Tank Cap
LOCKING TYPE
A smart chromium plated cap with strong locking lug and two keys.
Protects against gas theft. #172-3-4
27c
Reg. price 35c

Approved Shatterproof Glass Wind Wings
Smart and Safe
#924-925-976
Reg. price \$4.15
\$2.95
Key price 37c

Tail and Stop Light
Black Enamel Finish
Reg. price 59c
44c
A sturdy doorless lamp... with license illuminating opening. #298

Save on Door Handles
FORD CHEV
#28-31 28-32
Highest quality triple chrome plated brass. Very smart looking. #28-5
39c
44c

Supreme Radiator Cleaner and Solder
PINT CANS
#185-9
High grade products money back guaranteed.
33c 45c

Radio Wizard
GENUINE Big Savings on Radio Tubes
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